

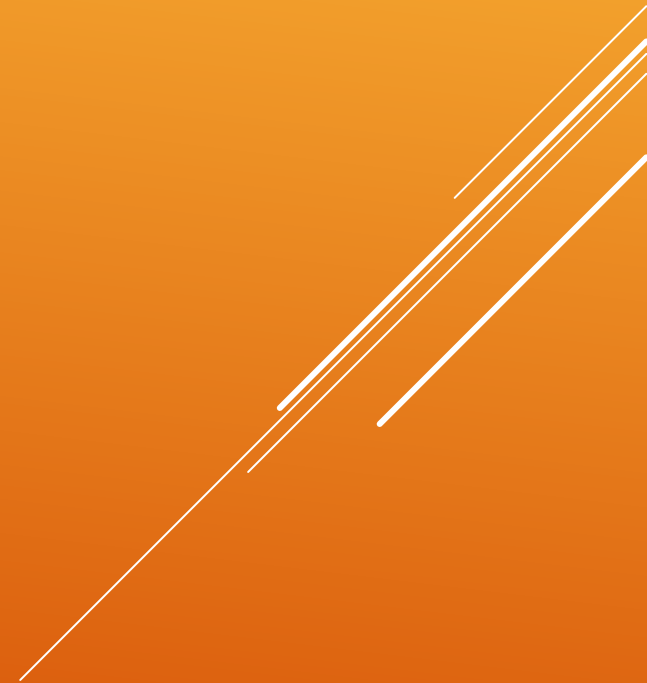




WE WIN AND LOSE AT THE CLUB LEVEL

**I thought
about
quitting,
but then
I noticed
who was
watching.**

LORD OF THE RINGS



Inch by inch, life's a cinch.
Yard by yard, life's hard.

-John Bytheway



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1. Club Global Action Team

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1. Club Global Action Team
2. Evaluate Member Satisfaction

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1. Club Global Action Team
2. Evaluate Member Satisfaction
3. Evaluate Past Hands-on Service

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2. Evaluate Member Satisfaction
3. Evaluate Past Hands-on Service
4. Identify the Members to Target

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2. Evaluate Member Satisfaction
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4. Identify the Members to Target
5. Provide Leadership Opportunities

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6. Enhance Service Provided

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4. Identify the Members to Target
5. Provide Leadership Opportunities
6. Enhance Service Provided
7. Repeat



- ✓ Enhance Service Provided
- ✓ Enhance Membership Experience
- ✓ Enhance Public Image
- ✓ Enhance efficiency of Club operations

SERVICE IDEAS

▶ Learn at Lunch

- ▶ Takes only a few Lions
- ▶ Pays for itself
- ▶ Engages community

MEMBERSHIP IDEAS

- ▶ **Community College Students**
 - ▶ **Attracts Younger members**
 - ▶ **We can add value to their lives**
 - ▶ **New Ideas and excitement**
 - ▶ **Family Discount**
 - ▶ **Easily approached**
- 

BUILDING LEADERS

Help young members build their resume

- ▶ Committee Chair
 - ▶ Lead new initiatives
 - ▶ Lions On-Line Learning
 - ▶ Letter of Recommendation
- 

BENCHMARKS LEADING TOWARD GROWTH

- ▶ Membership Satisfaction Survey
 - ▶ Community Needs Assessment
 - ▶ Quarterly Hands-on Service Project
 - ▶ Host a Membership Growth Event
- 

Success



what people think
it looks like

Success



what it really
looks like